Sun Spots

..WASTELAND to WONDERLAND

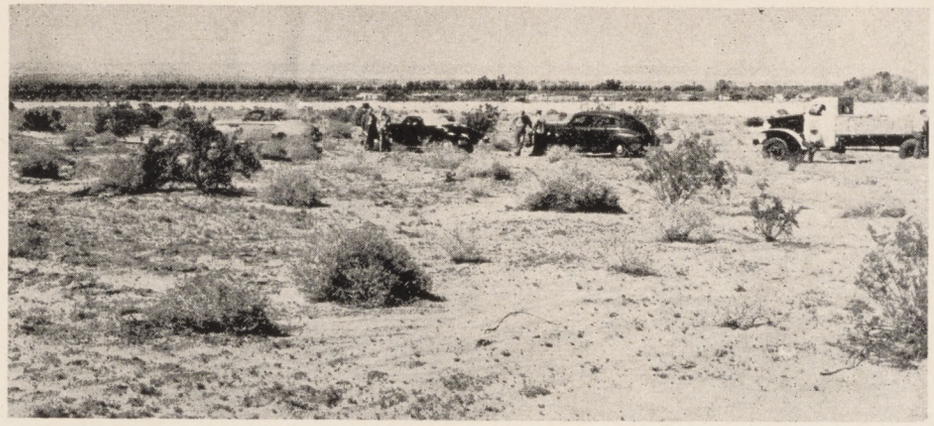
"SMARTEST ADDRESS ON THE AMERICAN DESERT"

Gardens and pool—Residence of Mr. and Mrs. Milton H. Hasler

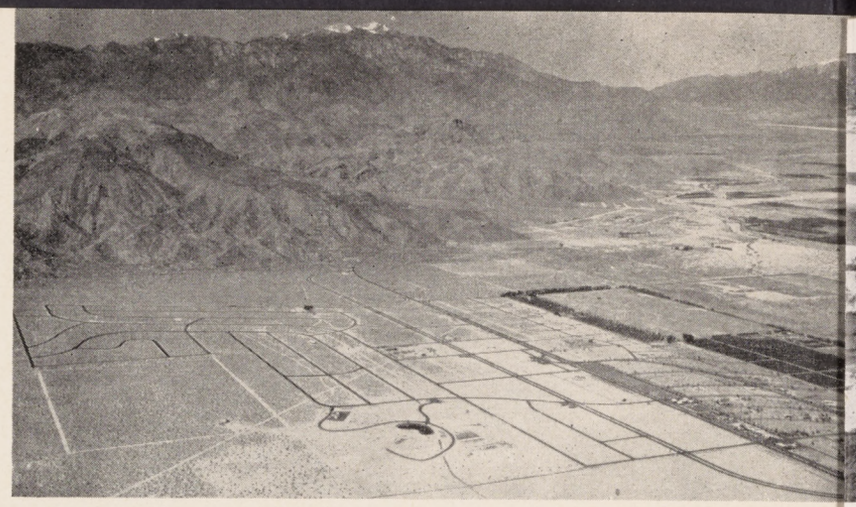
—Leonard McCulloh photo

5th ANNIVERSARY
HOME REVIEW
Palm Desert
CALIFORNIA

1 *It began this way. Colonel Clifford W. Henderson founder, is shown discussing comprehensive master plan with Tommy Tomson, noted land-planning engineer and Joseph Kroll, construction engineer.*



2 *THIS IS THE WAY the 1650-acre Palm Desert townsite appeared when the first load of gravel was dumped on the property, initiating street construction work and installation of utilities. What a contrast this picture represents when compared to the miraculous desert community of today.*



3 *WITHIN AN AMAZING few months, this transformation took place. Miles of streets were completed. As the picture shows, initial projects were the boating lake and two small cottages at left. El Paseo Drive at right separates what was formerly Palm Village from the new Palm Desert.*

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Here is being created the PERFECTLY PLANNED COMMUNITY of YOUR DREAMS-CH

SUN SPOTS is issued every now and then to bring timely news about the Shadow Mountain Club and Palm Desert.

PALM DESERT CORPORATION
Palm Desert, California

THIS IS THE STORY of Palm Desert and the Shadow Mountain Club. Although the main theme dates from the opening of the Shadow Mountain Club five years ago, it really began some two years before that, when a group of men looked upon the sheltered cove of desert land guarded by Shadow Mountain, 12 miles east of Palm Springs. With the eyes of community builders, they saw far more than the sand which lay before them. They saw a perfectly planned community of homes, church, shops — where families could enjoy the sun and the healthful desert air in an ideal environment.

First, months of planning on the drawing boards by noted engineers and architects. Then construction began—of a water system, streets and utilities. Step by step, the new community took form, and each phase brought the community nearer to the realization envisioned by the founders.

Viewing Palm Desert today, you are impressed with the scope of its original planning, and how carefully it has been protected by restrictions to prevent inferior development from marring its charm and beauty.

Today, with the number of homes nearing the 150 mark, it is estimated that more than $2,500,000 has been invested in residential development alone. Adding an approximate

$1,500
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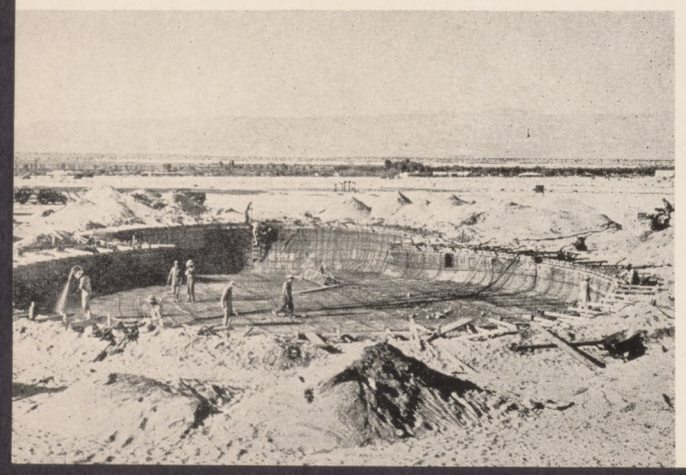
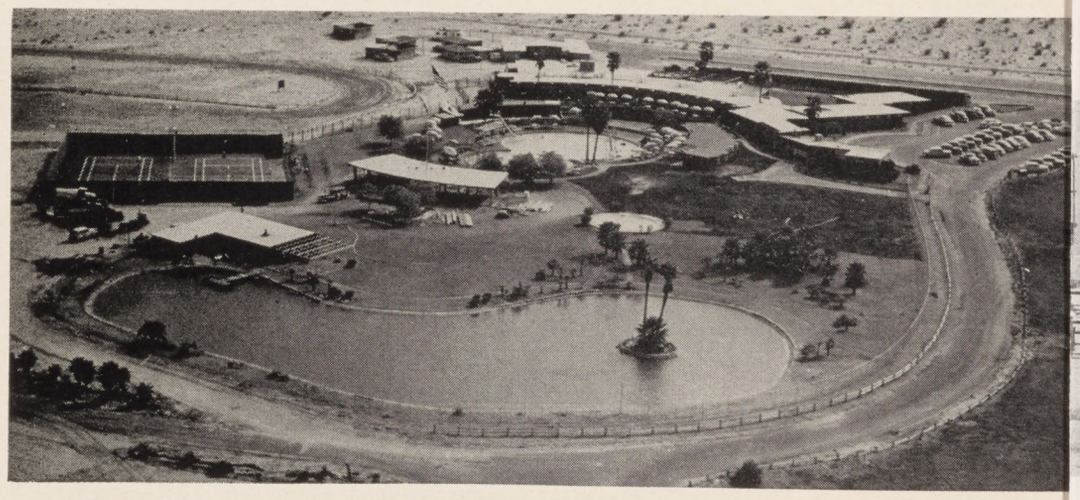


7 *CONSTRUCTION of the spectacular figure-eight pool followed. Extraordinary in its conception, the mammoth swimming pool was augmented by a nearby wading pool for children.*

8 *IT WAS an auspicious occasion in Palm Desert history when founder Henderson turned the first spadefull of dirt, signalizing the erection of the Shadow Mountain Clubhouse, outstanding architecturally.*



9 *EVEN THIS AIRVIEW of the Shadow Mountain Club, taken a year ago, is out-dated because of the many new major improvements made since. Not shown are the Approach and Putt course to the right of the Clubhouse and the stables and completed quarter-mile track enclosing the new 3-horse polo field at upper left.*

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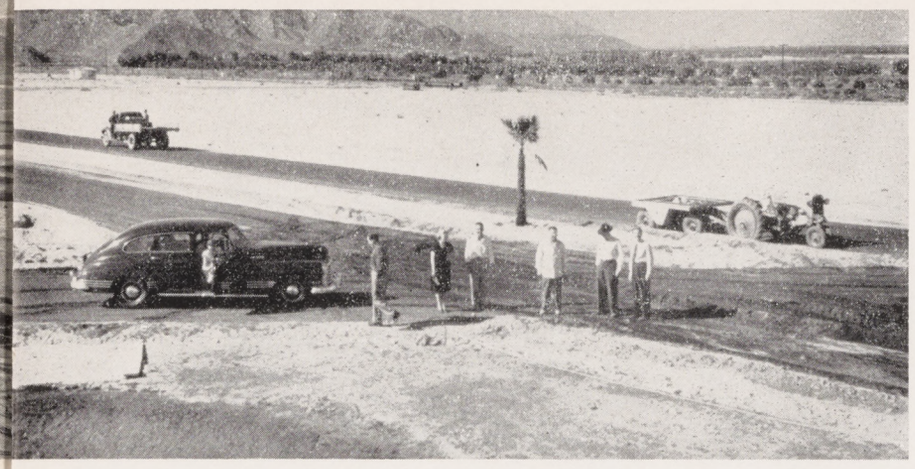
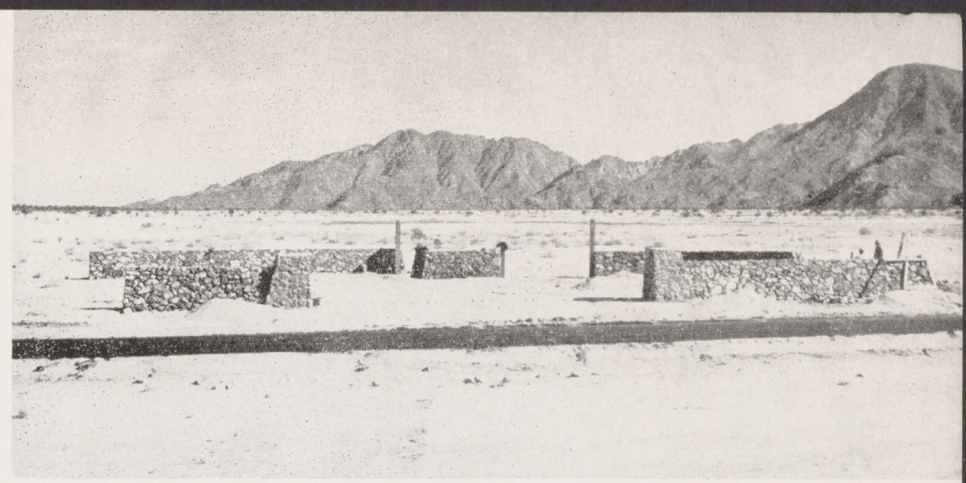


4 *THIS IS A TYPICAL early picture of development. Shown inspecting construction progress at the intersection of El Paseo and San Luis Rey is a party composed of Mr. and Mrs. Leonard K. Firestone, Mr. and Mrs. Alden Roach, Colonel Henderson and others.*

5 *Colonel Henderson and Phil Henderson, Jr., start the water flowing through the mains. The boating lake is shown in the background.*



6 *THEN CAME the beginning of the Shadow Mountain Club. Entrance walls of native rock were erected first, as the initial step in the development of the 75-acre grounds and buildings. Today, instead of barren desert stretching to the mountains, the eye is greeted with breath-taking architectural and landscaping beauty.*

MS—CHARMING HOMES, GRACIOUS NEIGHBORS

$1,500,000 representing the cost of hotel, lodge and bungalow apartment buildings and the total would be around $4,000,000. This does not include 23 business structures, the post office, school, church, or the extensive investment in the Shadow Mountain Club and its facilities.

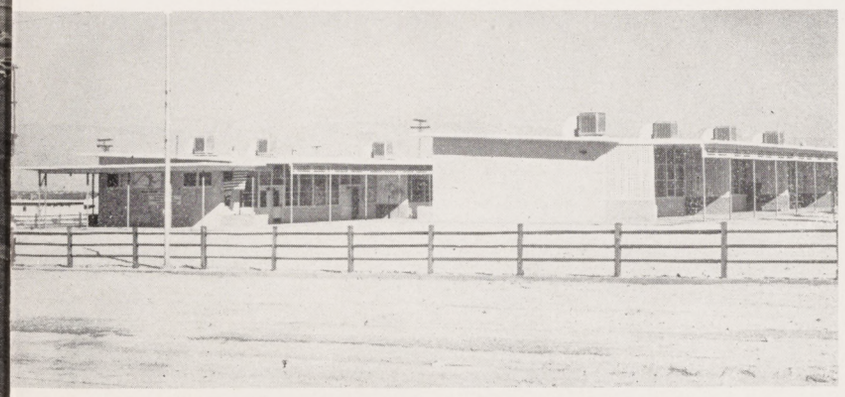
While the clang of hammer and saw has never ceased, Palm Desert has acquired far more than the physical structures seen by the eye. It has developed an unmistakable community character, with civic, cultural and educational advancement being stressed continuously.

Yes, Palm Desert has earned its reputation as "the Smartest Address on the American Desert."

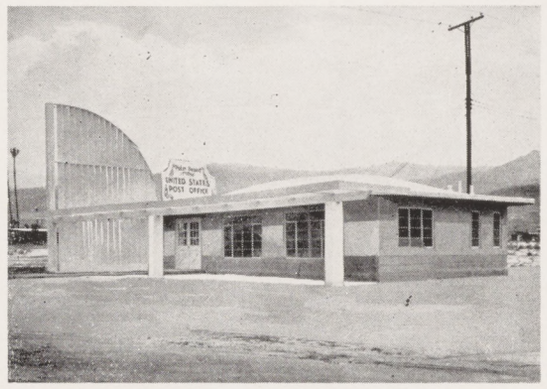
FLASH! IT HAS JUST BEEN ANNOUNCED BY THE BANK OF AMERICA THAT A BRANCH BANK WILL BE OPENED IN PALM DESERT ON DECEMBER 20, 1952.

14 *HOME of the Desert Magazine Press, this imposing Pueblo-style building also houses the famous Desert Art Museum.*

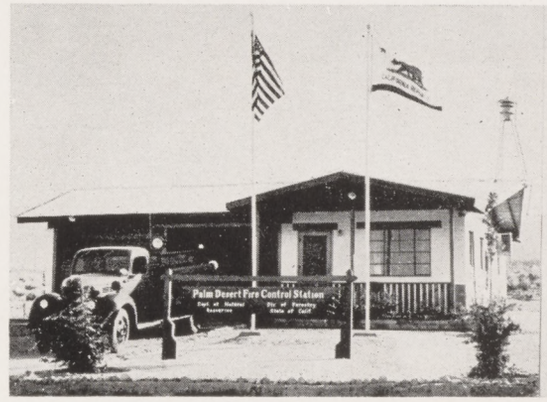
15 *BUSINESS development has kept pace with home construction and the modern shops and services fulfill every community need.*



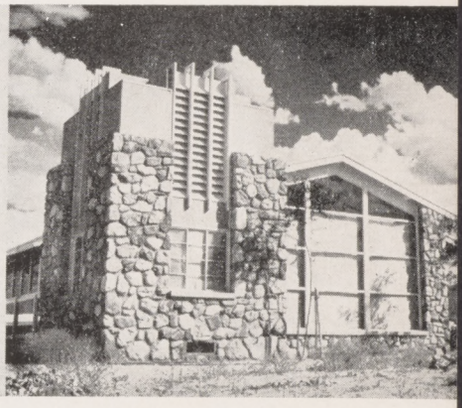
10 *PALM DESERT is rightfully proud of its fine school which embodies the latest in arrangement and facilities. Educational, civic and cultural advancement play an important part in the molding of this community's character, to the end that every family's life would be enriched.*



11 *PALM DESERT'S modern post office not only takes care of the needs of this community but also adequately serves adjacent desert areas.*

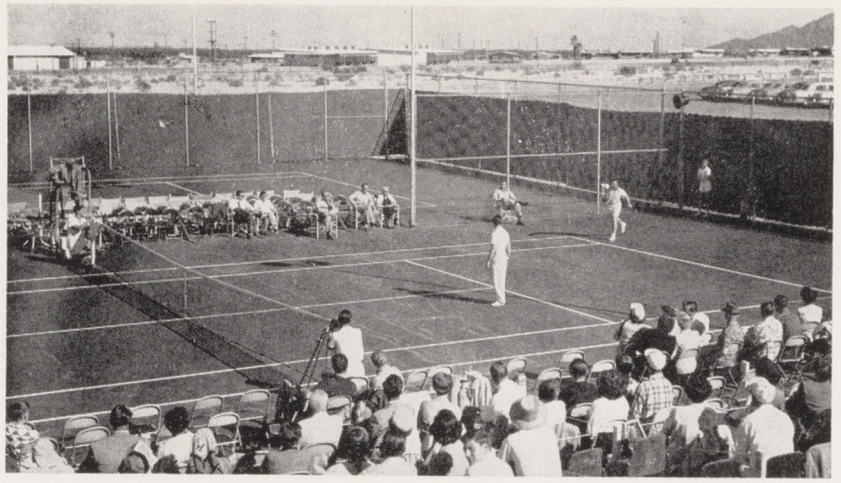


12 *COMPLETENESS of civic improvements is typified by this modern, fully-equipped Fire Station which provides protection for Palm Desert and immediate environs.*



13 *THIS PICTURESQUE Palm Desert Community Church contributes greatly to the religious and moral tone of family life in this area.*

VIEWED from the terrace of the Shadow Mountain Club, this huge emerald-blue figure-eight pool, scene of colorful water ballets and aquatic exhibitions, is a constant rendezvous for swimmer and onlooker alike. In background is shown the popular poolside rumpus room and snack bar.



TENNIS vies with other activities in attracting the sports lover. In addition to the two courts shown, a full championship-size court is now being completed. Tournaments and matches among Club members, as well as those featuring top flight players, are eagerly anticipated.

SUBSTANTIAL improvements— additional turf, shrub tree planting—have been made to the Approach and Putt course this year and have brought enthusiastic comment from members. Driving range is adjacent to the course.—Oden Proctor photo.

One of the Nation's Finest Family Clubs:

SHADOW MOUNTAIN CLUB

WHEN the Shadow Mountain Club celebrates its Fifth Anniversary, December 11, 1952, it can point with pride to the fact that every year has witnessed expansion and improvements not only to the Clubhouse and grounds but to the recreational and sports facilities. And equally important, if not more so, it has drawn continuously to the membership those who have a common interest—a desire for a private family club on the desert which would encourage a surcease from a busy life—a carefree, congenial companionship where wholesome fun, relaxation and exhilarating sports could be enjoyed to the utmost.

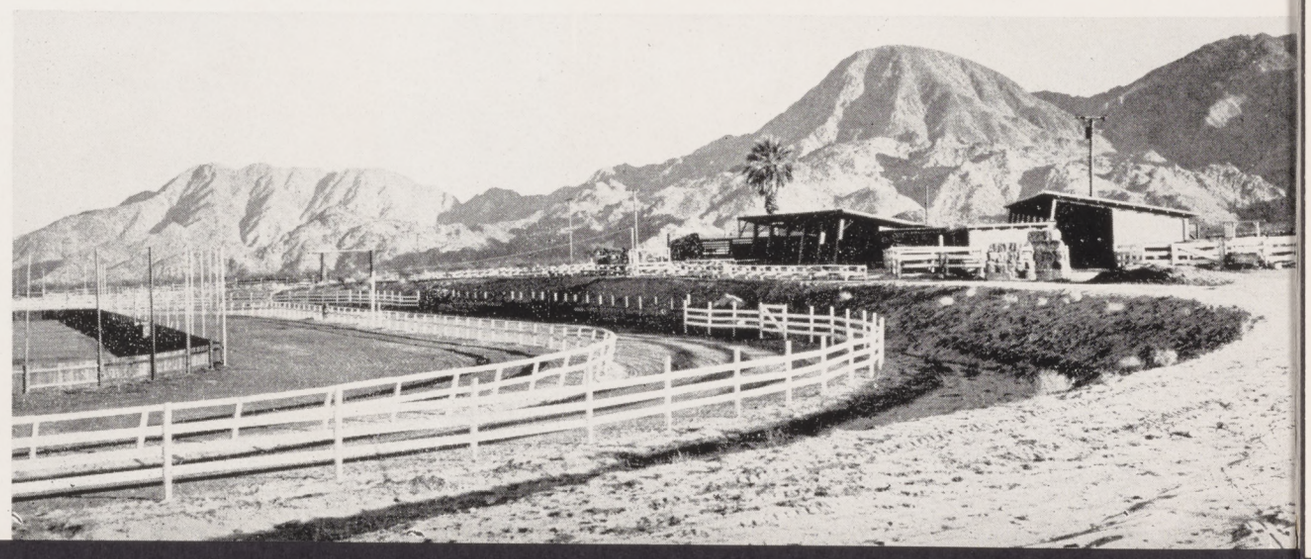
The membership roster is 1421, including families from 30 states other than California and they come from 331 American cities and communities, plus Canada, Hawaii and Alaska.

SPORTS facilities are varied enough to please everyone. Shuffleboard, ping pong, volley ball and a host of others invite intra-club participation.

Harabedian photo.

(L) Palm Desert Raiders on review. Gymkhanas and equestrian events of every kind thrill participant and spectator alike throughout the season.

(Below) A DELIGHT to all equestrian-minded members is the completion of the new championship turfed three-horse polo field (at left in picture) within the quarter-mile track. The "horsey" crowd has surely come into its own, as evidenced by the unprecedented activity at the Shadow Mountain Stables. Hayrack rides and horseback parties over exciting desert and canyon trails are a source of never-ending enjoyment.



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LEONARD K. FIRESTONE, Vice President
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Earle R. Hupp
William L. Stewart, Jr.
Phil Henderson, Jr.
Al G. Hill
Alden Roach
Carl B. Squier
Justin Dart

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Dining on the Club terrace, in the beautiful main dining room or the colorful Manzanita Room is an unforgettable experience for those who enjoy superb cuisine and enchanting environment.

Shadow Mountain Terrace.—Gayle Photo

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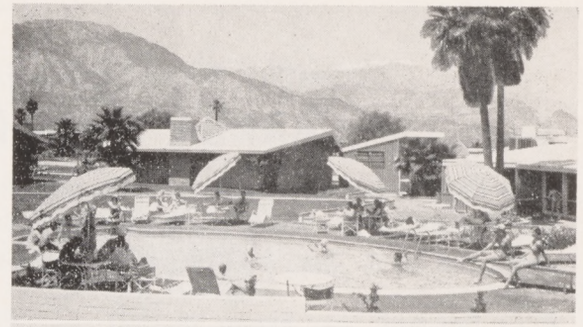
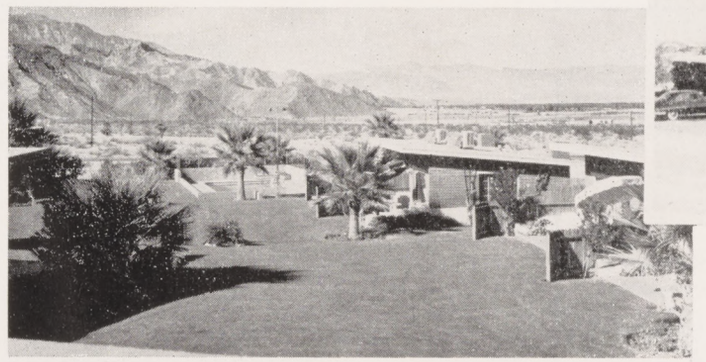


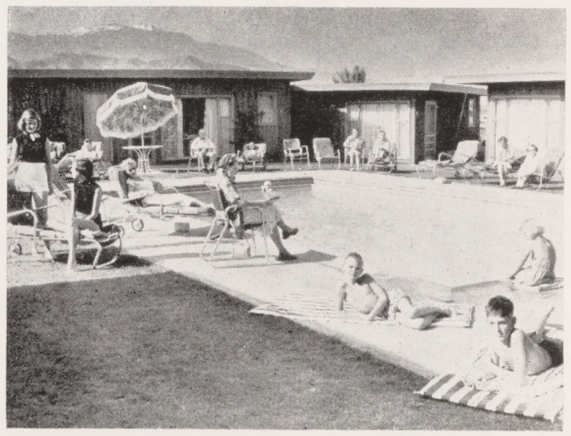
Top—Firecliff Lodge

Bottom—Tropical Garden Apartments

Below—The Palm Desert Adobe



Above—The Twin Palms



Left—
Larrea Lodge
—Lee Wenzlick photo

Right—
Sun and Shadow

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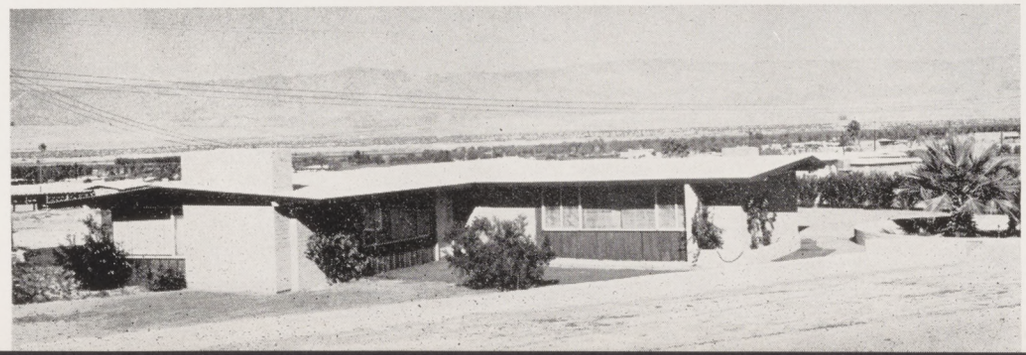
Simultaneously with the publication of this 5th Anniversary Issue, the 149er Party is being held to celebrate the starting of the 149th home in Palm Desert. At left, 99er Party held last year.

Here is being created the Planned Community of Your Dreams-Charming Homes, Gracious Neighbors

Residences pictured in this issue typify the unusual character of Palm Desert homes—lack of space did not permit the showing of all the residences erected and under construction. Other homes will be portrayed in succeeding issues.

Residence of Mr. and Mrs. C. F. Swigert, Jr.

Residence of Mr. and Mrs. Albert Peterson



Residence of Mr. and Mrs. Bradford Melvin

Residence of Mr. and Mrs. Leonard K. Firestone

Every Home is in Complete Harmony with the Desert Setting

Residence of Mr. and Mrs. Jascha Veissi

Residence of Mr. and Mrs. E. W. Stewart

—Leonard McCulloh photo

Residence of Mr. and Mrs. Herbert Pritzlaff

—Lee Wenzlick photo

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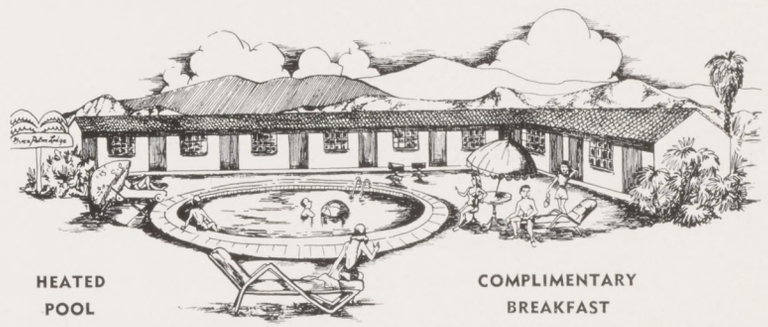

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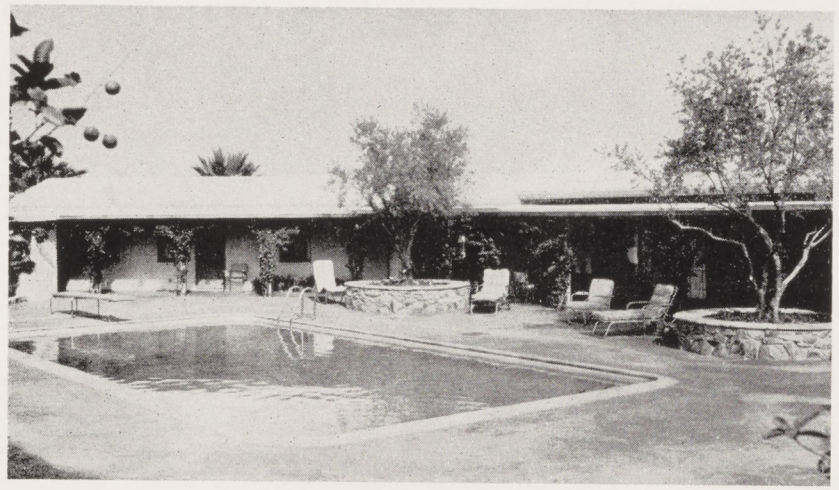
Residence of Mr. and Mrs. Adrian C. Pelletier

Emerald-blue pools, secluded walled-in gardens and sun patios enhance the charm and livability of these Palm Desert residences.



Residence of Mr. and Mrs. Clarence Bullock

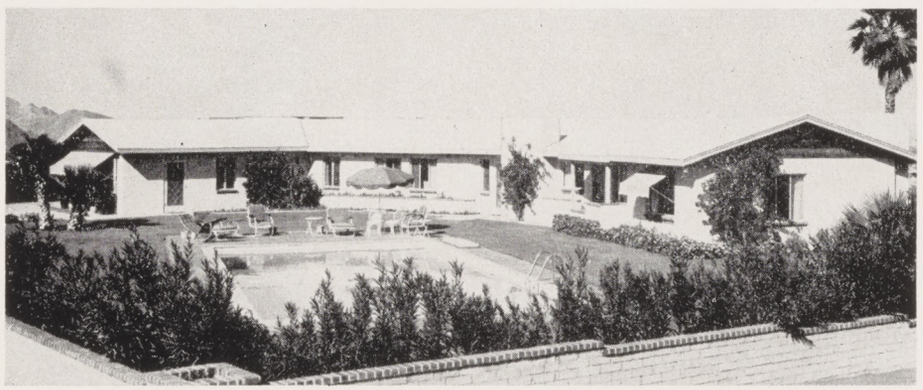
Residence of Mr. and Mrs. Tom Brown

Residence of Mr. and Mrs. Charles Milliken

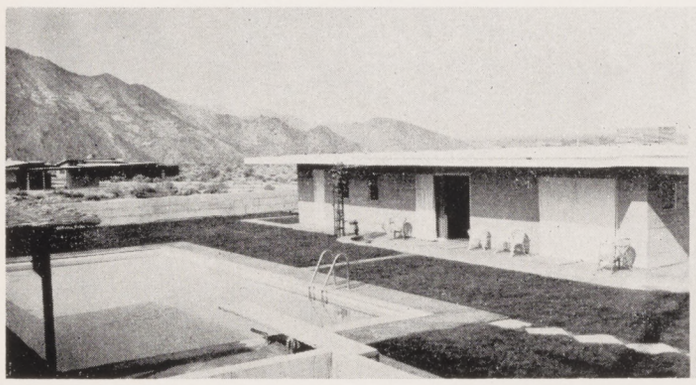
Sun Lodge Colony Swimming Pool

Residence of Mr. and Mrs. Robert Crooker

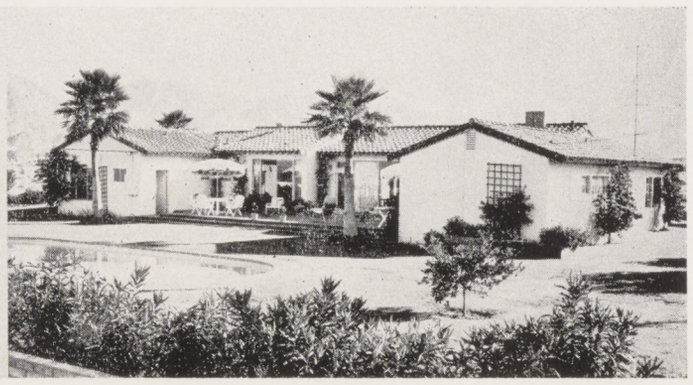
Residence of Mr. and Mrs. J. F. O'Conner



Residence of Mrs. Marguerite Cohun



Residence of Mr. and Mrs. Mon Wallgren



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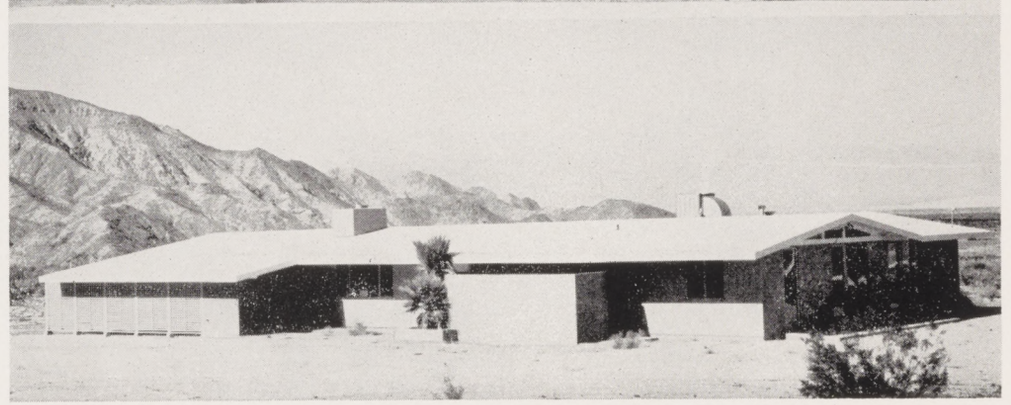
Residence of Mr. and Mrs. Wilbur S. Bear

Residence owners never tire of the beauty of the setting and environment. Architectural detail blends with the desert and mountain landscape.

Residence of Mr. and Mrs. H. D. Landes

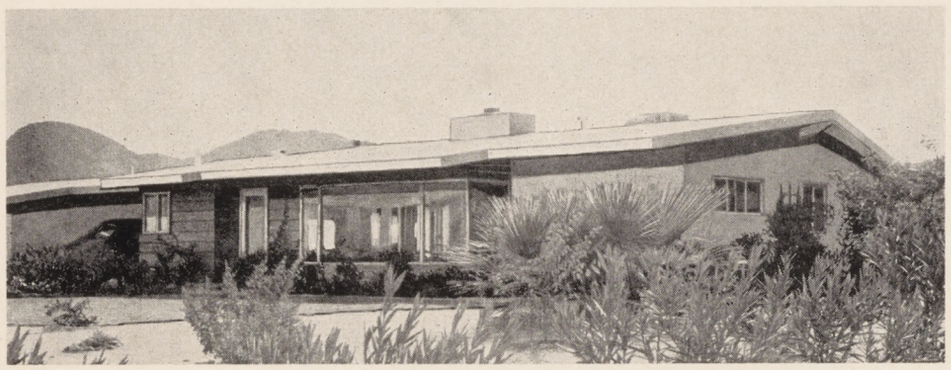
Residence of Mr. and Mrs. Richard L. Royer



Residence of Mr. and Mrs. E. W. Bollinger

—Leonard McCulloh photos

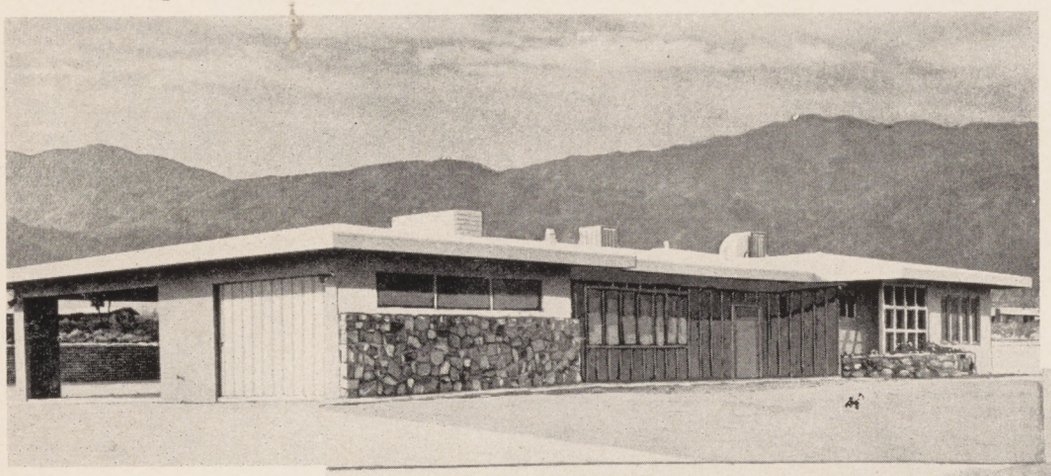
Residence of Mr. and Mrs. Harry Holt



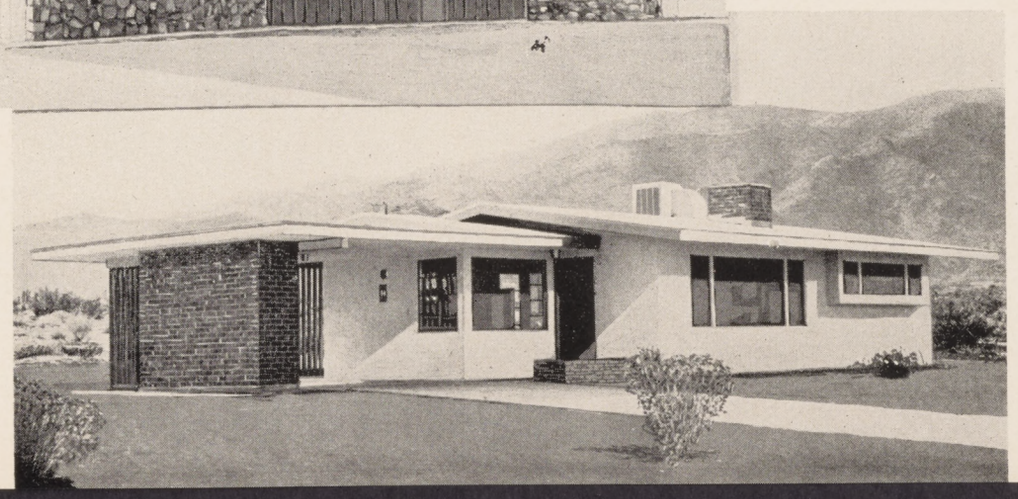
Residence of Commander and Mrs. Eugene L. Walter
—Lee Wenzlick photo

Newly Constructed Homes Provide Exciting Choice to Buyers (shown below)

Whether it is a large estate residence or the more modest desert cottage, prospective purchasers in Palm Desert are assured of an exceptional selection in the type of home and price range—either in Shadow Mountain Estates area or Shadow Mountain Vista. And for those who intend to build, homesites are unequalled for value in the entire desert area.



Architecturally and structurally, this 3-bedroom residence in Shadow Mountain Estates has exceptional appeal.



Charming one-bedroom residence in Shadow Mountain Vista—typifying the beauty of the smaller home.

Kelley's

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Palm Desert

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